

DALES

Self-Service Dept. Store
1334 El Prado

OPEN THIS WEEK
THURS., FRI., 'TIL 9 P.M.

Downtown Torrance (Next to A&P Market)

THIS IS WHAT HAPPENED ON OUR

GRAND OPENING!

SALE



CROWDS OUTSIDE—Lines of people wait outside of Dale's Department Store at spectacular grand opening. Thousands of bargain-conscious shoppers, attracted by exclusive ads in Torrance Press. Crowd became so huge that store management had to limit the number of customers inside store at any one time.

USE OUR LAYAWAY

FOLLOW THE CROWDS... BE A

Sportswear to Please—That's Our 'Chemise'

FUN 'N SUN
Sportswear for "Mom"

Surfer Set . . . Combed Sheen Gabardine. Sailor Middy with roll-up Surfer Pedal Pusher—Black, White, Powder Blue, Pink, Mint, Orange Ica. Reg. \$7.98.

Pedal Pusher Set . . . Combed Sheen Gabardine, genuine Schiffli trim. In Pink, Mint, White, Orange Ica. Reg. \$10.98.

Chemise Set—All-over Schiffli embroidered or drip-dri Pima Cotton. Pink, Powder Blue, Mint, Orange Ica. Reg. \$12.98.

Capri Set. Genuine embroidered Schiffli Sequoia cloth on Natural color only. Reg. \$5.98.

\$3.99 **\$5.99** **\$7.99** **\$3.99**

SPECIAL GROUP
Extra Large Size
CAPRI SETS **\$5.99**
REG. \$10.98

SMART SHOPPER AND SAVE!

Ladies' Swim Suits

FIGURE FLATTERERS

For **SUN 'N' SURF!**



Get your fashion passport for a vacation swimsuit that will be the leading attraction in the swim and on dry land! We've every style, every color. Come in and see them all. From.....

Special Group, Reg. \$2.98
KNIT TUBE SUITS **\$1.39**

Ladies' Capris

High styled, slimly tapered legs. Pinwale corduroys, polished cottons. Assorted colors. Sizes 8-18.

Reg. \$2.98

\$1.39



Ladies' NYLON HOSE

No Limit

- 51-15 DENIER
- FIRST QUALITY
- REG. \$1.19 VALUE
- ALL SIZES AND COLORS

44¢

Give Mom a Box

SEAMLESS HOSE—Sheer nylon . . . first quality. **77¢**



LADIES' KNIT T-SHIRTS

- Assorted Styles
- Sizes S-M-L
- Reg. \$1.98

88¢

LADIES' BLOUSES

Unbelievable low price for this superb quality—sanforized, wash fast cottons . . . in stripes, checks, Leno weaves and solid colors. Sizes 32 to 38. Reg. \$1.98

88¢



Ladies' Shorts

Poplin fabrics . . . assorted colors. Many styles from which to choose. Made to sell for \$1.98.

Our Price **88¢**



LADIES' BABYDOLLS

Seersucker . . . Batiste. Made in a large array of colors and styles.

Never sold less than \$2.98 FOR MOTHER'S DAY

\$1.66



SPECIAL FOR MOTHERS' DAY GIFTS

JUST IN TIME FOR MOTHERS DAY!

350 BETTER DRESSES

- Assorted styles
- All new fabrics
- Sizes 12-44
- Assorted colors

Made to Sell for \$8.98
Our Low Price

\$4.44

MAKES A BEAUTIFUL GIFT

Ladies' **DUSTERS**
BY DREAMWEAR
Special for Mother's Day!

- Assorted styles
- Sizes 12-20
- Cotton, nylon, plisse, seersucker

Our Low Price

\$2.99 Reg. \$5.98

LADIES' **SLIPS**
100% Nylon—in Assorted Styles

New Lingerie Loveliness for New-Line Dresses

\$1.29 All Sizes

Pleated flounce slips and new-at-shortest chemise underscore spring fashions. From.....

GIRLS' **BATHING SUITS**
The newest and cutest styles . . . 1-piece with skirts in assorted styles and patterns. Sizes 3-6x and 7 to 14. Ranging from.....

\$1.59

GIRLS' **2-PIECE PLAYSUITS**
Assorted styles, halter tops and blouses with shorts and pedal pushers. Crease-resistant drip-dry fabrics. Guaranteed washable.

Sizes 3 to 6x **88¢**

BOYS' **PANTS**
Polished cottons with Ivy League styles, top tailoring in assorted colors. Sizes 4 to 6.

Reg. \$3.98 **\$2.00**

BOYS' SPORT **SHIRTS**
New spring style. Woven patterns. Choice of colors. Sizes 4-6.

Reg. \$2.98 **88¢**

BOYS' **T-SHIRTS**
Combed cottons. Sizes 1-14.

Each **2 for \$1.00**
Reg. 89¢ each

BOYS' BIBALL **SHORTS**
T x a n manufacturer's Jockey. Ass'd fabrics. Values to \$3.98. Sizes 3-6x. Our Low Price—

Limited **77¢** Amt.

GIRLS' **CAPRIS and PEDAL PUSHERS**
Polished cottons. Sizes 3-6x. Many styles to choose from. Also group 7-14.

Reg. \$1.98 **99¢**

GIRLS' 2-Pc. **Pixie Suits**
High styles at low prices

\$1.77
Reg. \$3.98, Size 4-12

MEN'S **ARGYLE HOSE**
Reg. \$1.00 **59¢ 2 for \$1.00**
Value.....

Men's **Chambray Shirts**
Heavy duty quality. Assorted sizes. Reg. \$1.98..... **\$1.00**

Men's Khaki and Gray **WORK SHIRTS**
Heavy quality, two pockets. Made by leading manufacturers sell for \$2.98. Sizes 14-17..... **\$1.44**

Men's Khaki and Gray **WORK PANTS**
Heavy duty, reinforced, 8 1/2 oz. Made to sell for \$3.98. **\$2.49**
Sizes 29 to 42.....

Men's Sport **SHIRTS**
Drip dry, no-iron . . . made by Di Lido, advertised in LIFE, wrinkle shed. **\$1.77**
Reg. \$5.98

Men's **Swim Trunks**
Made by Bud Berma. Ast'd patterns, styles and sizes. 2 for \$3.00 **\$1.59**

MEN'S **SLACKS**
Hollywood, Ivy League. Polished cottons. Assorted colors. In sizes 29-42, Reg. \$5.98. **\$2.49**

Boys' and Girls' **Play Shorts**
Denims, twills, gabardines—assorted styles and colors.

Sizes 3-12. Reg. \$1.00 **47¢**

Boys' **Swim Trunks**
Lastex and cotton . . . boxer type. Ast'd. prints & colors.

Sizes 2-12. Reg. \$1.98 **77¢**

Boys' 2-Piece **Play Suits**
Printed tops with boxer shorts. Drip-dry, no-iron.

Sizes 3-8. Values to \$1.49 **88¢**

BOYS' BROADCLOTH AND COTTON **KNIT BRIEFS**
Soft broadcloth, Sanforized, in colorful prints. Backs of fine cotton knit. Leg bands reinforced with nylon. Elastic-top. 3-inch width. Sizes 4-14. Reg. 39¢.

19¢